



Marcos LIMA

**INNOVATION Academy
Lille**

CV

Skills & Interests

Expertise

Marketing and Innovation

Qualification

Scholarly Academic

Academic Degrees

Ph.D. UFBA, Brazil, Communication Technologies, 2003.

MSc UFBA, Brazil, Innovation Management, 1999.

Other Universität Klagenfurt, Austria, Specialization in International Marketing, 1995.

Bachelor UFBA, Brazil, Business Administration, 1994.

Work Experience

Director of the International Marketing & Business Development MSc Programme, SKEMA Business School (August, 2018 - Present), Lille, France.

Consultant, Akteos and CERAN Terres Neuves Intercultural Management (2011 - Present), Paris, France.

Associate Professor, EMLV Business School - PULV (2009 - July, 2018), Paris, France.

Lecturer, Skema Business School (2009 - 2018), Paris, France.

Knowledge Management Consultant, Amadeus, Sophia Antipolis (2008 - 2009), Nice, France.

Director, Bahia Technology Park Project (2004 - 2007), -, Brazil.

Creation, Clicom consulting company (1999 - 2004), -, Brazil.

Marketing Department Coordinator, FTE (1999 - 2003), -, Brazil.

Project Coordinator, Federation of Industries (1997 - 1999), Bahia, Brazil.

Manager, ISC Health Research Center (1995 - 1997), -, Brazil.

INTELLECTUAL CONTRIBUTIONS

Articles in Journals

- CERQUEIRA LIMA, M., Baudier, P., & Boufaden, P. (in press, 2018). Perception de l'usabilité des outils d'innovation : le biais du genre dans l'utilisation du Business Model Canvas. *Revue innovations, Revue d'Economie et de Management de l'Innovation*.
- CERQUEIRA LIMA, M. & Baudier, P. (2017). Business Model Canvas Acceptance among French Entrepreneurship Students: Principles for Enhancing Innovation Artefacts in Business Education. *Innovations : Revue d'économie et de Management de l'Innovation / Journal of Innovation Economics and Management (2)*, 159-183.
- CERQUEIRA LIMA, M. & Lima, M. (2016). Génération Y, Génération postmoderne? Les enjeux pour la GRH. *Management & Avenir (8)*, 151-174.
- Amaral, M., L., M., & Cerqueira Lima, M. (in press, 2011). Uma Proposta de Avaliação de Maturidade em Parques Científicos, Tecnológicos e de Inovação. *Revista Locus Científico*.
- Motta, G. & Cerqueira Lima, M. (2007). O uso do Sistema Panteon para a pesquisa qualitativa em análise organizacional. *Diálogos Possíveis, 6*, 25-38.
- Motta, G. & Cerqueira Lima, M. (2007). Indicações para a gestão da qualidade em serviços turísticos para consumidores da terceira idade: uma análise qualitativa com a interface Panteon. *Caderno Virtual de Turismo, 07*, 52-62.

Articles in Proceedings

- Cerqueira Lima, M. & Hastenreiter, H. (2008). Challenges and Opportunities in the Creation of a Sustainable Technology Park in an Immature Local System of Innovation: the case of TecnoVia, Brazil. *Triple Helix VII - 7th Biennial International Conference on University, Industry & Government Linkages*.
- Cerqueira Lima, M., Cabrol, C., Marchande, N., & Hastenreiter, H. (2008). Defying Conventional Wisdom by Creating Technology Parks in Immature Systems of Innovation: The Case of Sophia Antipolis and Tecno Via. *5th IFBAE*.
- Cerqueira Lima, M., Almeida, E.C., & Ramacciotti, R.L. (2006). Implantação do TecnoVia Parque Tecnológico: lições da experiência norte-americana. *XVI Seminário Nacional de Parques Tecnológicos e Incubadoras de Empresas*.

Books, Monographs, Compilations, Manuals

- CERQUEIRA LIMA, M. & Fabiani, T. (2016). *Réussir mes études des cas: outils et mises en situation* Dunod.
- Cerqueira Lima, M. (2010). *Inserção de um agente indutor da relação universidade-empresa em um sistema de inovação fragmentado, 2nd Edition*.

Chapters, Cases, Readings, Supplements

- Fabiani, T. & Cerqueira Lima, M. (2010). Scaglia: Lancement d'une bière identitaire. *ref. M1696*. CCMP.
- Cerqueira Lima, M. & Fabiani, T. (2010). Scaglia's Local Identity Beer. *ref. M1696 GB*. CCMP.

Conference Presentations

- Albertini, T., FABIANI, T., & Cerqueira Lima, M. (2011). *Customer Language Proficiency: an empirical method for small businesses*. Global 2011 Research Symposium on Entrepreneurship, Marketing and Entrepreneurship Education, Rio de Janeiro, Brazil.
- Cerqueira Lima, M., Fabiani, T., Jouini, N., & Namaci, L. (2011). *Using Social Media and Active Learning Principles To Empower Creative and Critical Thinking In Business Schools: The Case of Organixis*. Brazilian Congress on Society, Business and Innovation, Volta Redonda, Brazil.
- Amaral, M.G, Magacho, L.A.M, & Cerqueira Lima, M. (2010). *Towards a Quantitative Model for Maturity Assessment in Technology Parks*. Triple Helix VIII - International Conference on University-Industry-Government Linkages, Madrid, Brazil.
- Amaral, M.G., Magacho, L.A.M, & Cerqueira Lima, M. (2009). *Uma proposta de avaliação de maturidade em parques científicos, tecnológicos e de inovação - PCTIs*. XIX Seminário Nacional de Parques Tecnológicos e Incubadoras de Empresas, Florianópolis, Brazil.